The Spectator

INDEX—1957

VOLUME 165

Feature Articles

Life

Are Heart Attacks Accidents? June, p. 43
Are State Taxes on Insurance Too High? September, p. 28
Best Annual Reports June, p. 32
Endorsements:
INSURANCE/Personal Security, Financial Stability August, p. 38
Mr. President Endorses August, p. 38
Omaha Endorses Insurance August, p. 34
State Governors Call Insurance . . . August, p. 42
Few Problems for Commissioners at Miami January, p. 26
Heart Disease—By States January, p. 27
How People Buy Life Insurance March, p. 62
How to Post a Million Items Annually January, p. 30
How to Run a $47 Million Agency April, p. 42
"Mighty, Musical Extravaganza" May, p. 46
Mr. Spectator Predicts: January, p. 22
Group Life—The Public Will Win January, p. 24
Life Sales—Ceiling Not in Sight January, p. 22
Package Cos.—Property Comes to Life January, p. 24
Life Good, Fire Rekindling, Health Growing January, p. 22
Variable Annuities January, p. 24
Women January, p. 24
"Operation Face-Lift" Rebuilds Offices October, p. 38
Our Increasing Needs for "Future Money" December, p. 32
Retirement Plan Combines Annuities and Equities February, p. 32
Sales Patterns: How the Insurance Dollar Is Spent September, p. 36
Sales Pattern: Life and Health Premiums in Urban Areas July, p. 34
Sales Patterns: Per Capita Premiums in 200 Counties November, p. 40
Selling the Women's Market September, p. 32
The Proposed New Mortality Table July, p. 36
The Road to Automation in Government Life Insurance Operations May, p. 38
Three-Ring Tax Circus May, p. 48
"What is the Measure of a Man?" February, p. 28
Why I (and 114 Companies) Oppose X17 September, p. 30
Your Insurance County, U. S. A. May, p. 42

Property

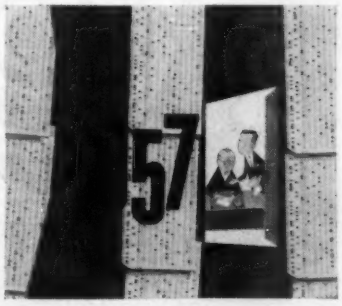
Are Multiple Peril Policies Replacing . . .? May, p. 49
Are State Taxes on Insurance Too High? September, p. 28
Auto Losses Cause Drop in 1956 Casualty Totals June, p. 48
Best Annual Reports June, p. 32
Combatting Darkness for Auto Safety October, p. 40
Contest That Became an Ad Series April, p. 38
Endorsements:
INSURANCE/Personal Security, Financial Stability August, p. 38
Omaha Endorses Insurance August, p. 34
State Governors Call Insurance August, p. 42
Mr. President Endorses August, p. 38
50 Years of Preventing Fires October, p. 42
Fire Results Make 1956 Record Loss Year April, p. 44
How NBFU's Radio-TV Ads Will Work February, p. 35
How to Integrate Auto Policy Processing February, p. 36
Let's Give the Agents More Responsibilities December, p. 28
Mr. Spectator Predicts: January, p. 22
Auto Troubles—Laws, Losses Both in Doubt January, p. 22
Education January, p. 24
Ends and Odds of Predictions January, p. 24
Fire, Casualty—Tomorrow Will Be Better January, p. 22
Flood Insurance January, p. 24
Health Field—Growing Fast Enough? January, p. 23
Life Good, Fire Rekindling, Health Growing January, p. 22
Package Policies—More Better This Year January, p. 23
Package Cos.—Property Comes to Life January, p. 24
Mr. Wood, I Don't Blame You March, p. 64
New Industrial Property Forms February, p. 33
Nuclear Energy Liability March, p. 82
Ocean Marine vs Total Shipping March, p. 60
Sales Patterns: How the Insurance Dollar Is Spent September, p. 36
Sales Patterns: Per Capita Premiums in 200 Counties November, p. 40
Your Insurance County, U. S. A. May, p. 42

Accident and Health

Sales Pattern: Life and Health Premiums in Urban Areas July, p. 34
The Present and Future for Major Medical March, p. 51

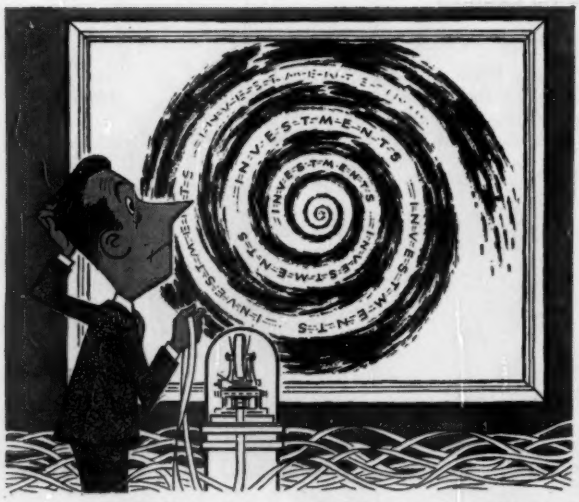
General Interest

Helpful Hints for Tape Recording May, p. 50
Here's How—In Marketing Research June, p. 36
Insurance Company Reports to Stockholders June, p. 44
Is Motivational Research Just an Ad Fad? October, p. 44



JANUARY—Predictions

FEBRUARY—"What is the Measure of a Man"



APRIL—"Investing While the Times Change"

Juvenile Delinquency Costs You Money — July, p. 32
Part V—Decisions on "Whom and How Much to Sell" — January, p. 29
Part V (Cont.)—On Insurance Marketing — February, p. 30
Part VI—Decisions on "How to Sell" — August, p. 60
Part VI—Decisions on "How to Sell" (Concluded) — September, p. 34
Sales Patterns: How the Insurance Dollar Is Spent — September, p. 36
The Changing Mass Market — June, p. 46
The Last Word . . . On How to Run a Convention — July, p. 30
The Road to Automation in Government Life Insurance Operations — May, p. 38
What Happened in 1956 — March, p. 63
What Reinsurance Does for the Agent — January, p. 32
Why Am I So Tired — December, p. 30
Your Battle with the Rising Price Spiral — July, p. 28
Your Insurance County, U. S. A. — May, p. 42

Authors of Feature Articles

Alrich, William M. — May, p. 42; July, p. 34; September, p. 36; October, p. 44; November, p. 40
Armstrong, J. Sinclair — June, p. 44
Blackburn, Melvin, H. (See Sales Briefs, Marketing Briefs)
Buckman, William B. — September, p. 28
Burke, Luke A. (See Verdict) — June, p. 43
Carrick, R. C. — February, p. 36
Casper, Thomas J. (See Publisher's Comments)
Cullen, T. J. V. (See Editorials) — January, p. 26; March, p. 59; November, p. 37
Delaney, John B. — April, p. 42
Ehre, Victor — December, p. 28
Fair, Ernest W. — December, p. 30
Follmann, J. F., Jr. — March, p. 51
Goebel, S. H. — September, p. 30
Guerin, Etienne J. (Stockholm) — September, p. 27
Guertin, Alfred N. — July, p. 36
Hall, Ervin L. (See Investments) — July, p. 28
Hirsch, Philip — October, p. 40
King, Arnold J. — June, p. 36
Kinley, Elinor (See Among The Company Magazines)
Kopp, Charles L. (See Tax Analysis) — May, p. 48
Lang, Frank — February, p. 30; August, p. 60; September, p. 34
Mayer, Dr. Herbert C. — July, p. 32
Millar, Lillian D. (See Canada)
Miller, Stanford — January, p. 32
Millett, Helen — September, p. 32
Morris, Jack R. — July, p. 30
Newman, A. Joseph — June, p. 32
Niblett, Melvin A. — May, p. 38
Richardson, Al — October, p. 38
Stansfield, Edward E. — March, p. 64
Stroupe, Ray (See Washington Headlines; Capitol Headlines)
Woodward, Donald B. — December, p. 32
Wooton, Paul (See Washington Trends)

Editorials

A Simple Gospel: Permanence and Satisfaction — September, p. 21
All-Industry Need—Sustain State Regulation; More Freedom for Insurance Enterprise — May, p. 31
Everybody's Holiday Loss; Farewell to a Friend — July, p. 19
Greetings 1957 — January, p. 21
Insurance: Prime Agency — August, p. 33
Interest Rates—In Transition — March, p. 59
Our Future Health — October, p. 35

Premiums Will Exceed $30 Billion — December, p. 21
Statistics-Life Blood for 1868 and 1957 — June, p. 25
1956—The Year for Fire Losses — April, p. 31
Tax Aid for Policyholders — February, p. 27
Ten Year Results in Fire & Casualty — November, p. 37

Special Reports

Canada: Mortgages Up in Life Assets — August, p. 70
Canadian Auto Rates Go Up — September, p. 25
Special Washington Report: Flood Ahead — February, p. 24
Sweden, Co-op Ins. — September, p. 27

Statistical Articles

Life

An Adventure in Insurance Marketing — November, p. 41
Interest Rates in Transition — March, p. 59
Sales Pattern: Per Capita Premiums in 200 Counties — November, p. 40

Property

An Adventure in Insurance Marketing — November, p. 41
Ocean Marine vs Total Shipping Values — March, p. 60
Sales Pattern: Per Capita Premiums in 200 Counties — November, p. 40
Ten-Year Results in Fire and Casualty — November, p. 37

Statistical Tables

Life

Interest Rate Earned on Invested Funds — March, p. 102
Table 9: Ordinary Life Premiums and Benefits by States — November, p. 62
Table 10: Industrial Life Premiums and Benefits — November, p. 63
Table 11: Group Life Premiums and Benefits by States — November, p. 64
Table 12: Leading Companies in Ordinary, Industrial Life — November, p. 65

Property

Extended Coverage Experience—1955 — May, p. 95
Ocean Marine Premiums and Losses, 1953-55 — March, p. 104
Per Capita Premiums in 200 Counties — November, p. 40
Table 1: Property Insurance, 1900—1956 — November, p. 45
Table 2: State Premiums and Losses, Fire Lines — November, p. 46
Table 3: State Premiums and Losses, Auto Lines — November, p. 47
Table 4: State Premiums and Losses, Health Lines — November, p. 48
Table 5: State Premiums and Losses, Marine, Fidelity — November, p. 49
Table 6: Auto Insurance and Registrations by States — November, p. 50
Table 7: Leading Companies in Fire, Auto, Health — November, p. 51
Table 8: Regional Premium Ratios for Non-Life Lines — November, p. 60
Ten-Year Results in Fire and Casualty — November, pp. 117-120

Departments

Ad Facts and Folks

March, p. 98; April, p. 46; June, p. 88; October, p. 82

Among the Company Magazines

June, p. 50; August, p. 102; December, p. 59

Company News Corner — Appeared Every Month

Contracts and Policies — Appeared Every Month

Coverages and Forms

Blanket Crime Policy — June, p. 57
Business Interruption Forms — October, p. 56
Credit Insurance — December, p. 34
Furniture Warehousemen's Comprehensive — January, p. 42
How Comprehensive Is "Comprehensive"? — August, p. 82
Livestock Insurance — April, p. 50
Multiple Peril Replacing . . .? — May, p. 49
New Industrial Property Forms — February, p. 33
Nuclear Energy Liability — March, p. 82

Executives' Bookshelf — Appeared Every Month

Insurance Building Facts

February, p. 25; March, p. 46; April, p. 35; June, p. 28; September, p. 24; October, p. 36

Investments

Growing Importance of Chemicals — March, p. 72
Growth Is a State of Mind — December, p. 41
Investing While the Times Change — April, p. 40
No Bed of Roses for the Investor — August, p. 97
Our Judgments and Enthusiasms — February, p. 56
The Future Can Be Too Glamorous — November, p. 81
The Great Debate — October, p. 65
The Search for the Elusive Nugget — June, p. 53
The Temptation of High Bond Yields — January, p. 54
Thoughts on Investing That Legacy — May, p. 72
We May Yet See Fireworks in the Market — September, p. 39

Marketing Briefs

Appeared June, July, August, September, October, November, December

Milestones

March, p. 47; May, p. 34; July, p. 24; October, p. 33; December, p. 24

New England

Appeared Every Month Except January, June, November

Products and Services — Appeared Every Month

Product Feature

Tape Council Sponsors Round-the-World Test Shipment — July, p. 52

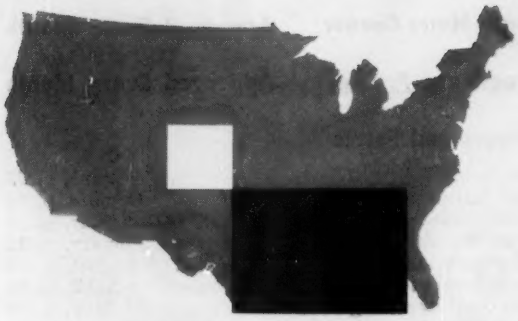
Publisher's Comments—Thomas J. Casper

The Spectator's New Name — January, p. 25
They Said It Couldn't Be Done — March, p. 43

Sales Briefs

Appeared January, February, March, April, May

Spectator's Daily Reports — Appeared Every Month



"YOUR COUNTY, U.S.A."

MAY—"Your Insurance County, U.S.A."

JUNE— "The Spectator's Selection of Annual Reports"

Tax Analysis

Gift Tax May Lurk Behind Estate Plans — July, p. 58
Tax Questions on Policy Options — October, p. 53
Three-Ring Tax Circus — May, p. 48

These Names Make News — Appeared Every Month

Verdict—Luke A. Burke

A "Guest" Although Out of the Car; What Is Dishonesty; Failure to Prove Misrepresentation — April, p. 52
"As Soon as Practicable"; Diagnosis of Cancer — December, p. 37
"Be It Ever So Humble . . ."; Mysterious Disappearance of Ring; Policy Cancellation by Finance Company; Payroll Robbery Coverage — February, p. 39
Case of Howling Dogs; Case of the Hot Chinchillas; Loss of Business Time — January, p. 36
"Co-Operation" Clause in Auto Policy; Robbery from a Messenger — May, p. 58
Creditors vs Beneficiaries; Effective Date of Polio Policy; "Residents of His Household" — November, p. 77
Death by Execution; When Is Property "Water-Borne"? Aviation Exclusion Clause; Is a Deputy Sheriff an Employee of the Sheriff? — July, p. 39
Joint Enterprise; Theft from a Common Carrier; Disability Benefits — August, p. 79
Keep the Bulldozer Off the Golf Course; Use and Occupancy Rider; Fire Insurance and False Swearing — September, p. 42
"Rubber Check" Not a Theft; Illegal Use of Automobile; Assault and Accident — October, p. 49
Theft of Safe; Free Care in Veterans Hospital; Wife's Right to Consortium — March, p. 66

Washington Headlines—Ray M. Stroupe — January

Capitol Headlines—Ray M. Stroupe — Appeared February through December

Washington Trends—Paul Wooton

Insurance Taxes — January, p. 17
Monetary Commission — February, p. 23
Federal National Mortgage Assoc.-Monetary Commission — March, p. 45
Increasing Savings — April, p. 33
H & A Insurance Advertising Regulation; Patman Resolution — May, p. 33
Health Insurance Assoc. Meeting — June, p. 27
Abuses in Employee Benefit Funds — July, p. 21
Life Insurance Companies Encourage Thrift — August, p. 69
No Important Insurance Statutes Enacted by 85th Congress, 1st Session; Committee Activities — September, p. 23
Asian Flu; Voice of America — October, p. 29
Anti-Inflation; A & S to Social Security — November, p. 39
Taxing Life Insurance — December, p. 23